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CONSUMER TIME

FREEZING FOOD AT HOME

NETWORK: NBC

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(Produced by the U. S. Department of Agriculture...this script is for reference only...and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program...presented for more than twelve years in the interest of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME !
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME, by the U. S. Department of Agriculture. Today...our story is frozen foods...and how to freeze fruits and vegetables.... at home.
5. MUSIC: OPENING...SORT OF PASTORAL
6. JOHN: Down along a broad, quiet river...somewhere in Tennessee, moving slowly upstream in the heat of a May afternoon...three big barges make their way towards a small white-painted pier. On the pier stands a group of men and women, waiting eagerly. And behind them stretch the rich, green fields of the Tennessee Valley; early crops, ready for the harvest.
7. ANNCR: For this is something new...and experiment which will have far-reaching effects on consumers everywhere. On these barges ...are freezing laboratories...for quick-freezing fresh vegetables and fruits...as soon as they are picked from the nearby farms, there in the valley.

8. JOHN: A floating laboratory for freezing foods! Barges which can move from along the river, as the crops are ready for harvest; floating storage space for food...from where it can be picked up by other boats, and carried to the country's markets, through the inland waterways.
9. ANNCR: Yes, this experiment...floating laboratories for freezing foods...right where the crops are...is being carried on now by TVA.
10. JOHN: ...And is just another of the many new developments...in bringing to consumers...better...fresher...more delicious... frozen foods.
11. MUSIC:
12. FREYMAN: And now I want to know something, Johnny...
13. JOHN: What's that, Mrs. Freyman?
14. FREYMAN: We hear every day...more exciting new things about frozen foods. How you can buy whole dinners...frozen, and ready to thaw out and serve.
15. JOHN: Yes...
16. FREYMAN: We hear how the frozen foods you buy on your market are better all the time...
17. JOHN: Because of such important experiments...as the floating laboratories in Tennessee....
18. FREYMAN: Yes. And now what I want to know is...how I can freeze my own fruits and vegetables...in my own kitchen!
19. JOHN: Quite simple, Mrs. Freyman...quite simple!
20. FREYMAN: Is it, Johnny?
21. JOHN: Sure it is. The nutritionists have all the directions worked out...for the most efficient way of freezing fruits and vegetables at home.

22. FREYMAN: Then let's hear all about it.
23. JOHN: The best way to find out...is to sneak into somebody's kitchen
...and watch them at work...doing their own home-freezing.
24. FREYMAN: Who'll we visit, Johnny?
25. JOHN: Why not our old friends, the Jones family?
26. FREYMAN: Alice and Albert Jones?
27. JOHN: The very ones...and we find them right now, working very hard,
in the kitchen....
28. MUSIC: LIGHTLY
29. ALICE: Albert...what are you dreaming about?
30. ALBERT: Hmmm? Me? Oh...nothing at all, Alice.
31. ALICE: You've hardly started on those strawberries...and you promised
to help.
32. ALBERT: I am helping, dear. I'll go into high gear in a minute...you
watch.
33. ALICE: Taking the caps off of strawberries isn't such a terrible job,
Albert.
34. ALBERT: I was just wandering...in a scientific way of course...why we
couldn't home-freeze strawberries with the hulls on...
35. ALICE: Oh, Albert....
36. ALBERT: It certainly is prettier....bright red strawberries...bright
green leaves...
37. ALICE: You get busy, Albert Jones. I'm reading the directions as we
go along, and there's no place for people to dream about
red berries and green leaves. Now...first...take the hulls
off. Then next step, it says, is to carefully sort the
strawverries...(SUDDENLY) Albert!
38. ALBERT: (INNOCENTLY) Yes, dear?
39. ALICE: What are you eating?

40. ALBERT: Eating? What do you mean, eating?
41. ALICE: I can see where all the best ones are going...
42. ALBERT: Oh now, dear, I was only...well, just eating the ones it says not to put in the freezer.
43. ALICE: Mmmmm. I'm sure....
44. ALBERT: It does say not to freeze green berries, or ones that are over-ripe, or crushed, doesn't it, Alice?
45. ALICE: Yes.
46. ALBERT: So...I'm sorting them. Eating the bad ones. (MUMBLING) Stop picking on me anyhow... Always nagging at me and...
47. ALICE: (INTERRUPTING) Then...let's see...we have to wash them in cold water. And put them in a colander to drain...
48. ALBERT: Are we going to boil them, dear, the way we did the peas?
49. ALICE: No. And we didn't boil the peas. We scalded them...
50. ALBERT: For one minute. I remember I had to count to sixty.
51. ALICE: Yes, and you left out the 40's. I don't know how these peas will turn out. But...you don't scald strawberries, nor most other fruits and berries. Just freeze them raw.
52. ALBERT: There, Alice! Look here...a beautiful panful of strawberries, with the hulls off...
53. ALICE: That's lovely, Albert. Now...(ACCOMPANYING SOUND) I'll just wash them in cold water...and drain them in the colander... Then...put them in a bowl and mix them with...ALBERT!
54. ALBERT: (PROJECTING) Yes, dear.
55. ALICE: Where do you think you're going.
56. ALBERT: Oh...I wasn't going anywhere. Just thought I heard the phone ring...
57. ALICE: In case you've forgotten...we've got six quarts of strawberries to put in the freezer.

58. ALBERT: But Alice, I only...
59. ALICE: (INTERRUPTING...READING) Now let's see. Directions: Put them in a bowl, and mix them with one cup of sugar. One cup of sugar to five to eight cups of berries. Now Albert, while you're just standing around not doing anything...
60. ALBERT: Yes, pet?
61. ALICE: Stir those berries around in the sugar until the sugar's all dissolved.
62. ALBERT: (WITH SOUND) Certainly, dear.
63. ALICE: And I'll get these boxes ready....
64. ALBERT: That's the best part of all, of course...
65. ALICE: (PROJECTING) What did you say, Albert?
66. ALBERT: I said that's the best part of all...getting those funny little boxes ready... There are so many many different kinds, Alice. Now for instance, if I were doing this, I'd always freeze things in these white cotton stockings.
67. ALICE: These "white stockings" as you call them, are for putting over cellophane bags, Albert...cellophane bags which have only single thickness. The stocking gives more protection to the food in the freezer.
68. ALBERT: You just know everything, pet.
69. ALICE: Of course.
70. ALBERT: Well, another kind of box I like...is that thing that looks like a big paper cup, with a paper lid...
71. ALICE: Yes, that's a waxed cup. They're very convenient, but the seal isn't vapor-proof, and the food may dry out, and even get darker, if you store it for a long time in a cup.
72. ALBERT: Well, who would have thought it?
73. ALICE: That's what the nutritionists say.

74. ALBERT: Very clever women. What kind of container are we going to put these strawberries in, to freeze 'em, Alice?
75. ALICE: Well, I'm going to use these little boxes that have cellophane windows in them, so I can see through.
76. ALBERT: A gem of an idea, dear. Haven't I stirred these berries enough? All this sugar's turned to syrup.
77. ALICE: (IRRITATED) Oh, why of course, Albert. You'd just stand there and stir all day, if somebody didn't tell you to stop. You could have stopped long ago...
78. ALBERT: (TO MIKE) Isn't that always the way it goes? No gratitude. You can't win...that's all. You can't wi....
79. ALICE: (INTERRUPTING) Albert...will you stop mumbling to yourself and help me put cellophane liners inside these boxes...(WITH SOUND)
80. ALBERT: Why of course, pet. Say, did anyone ever think of freezing food in glass jars?
81. ALICE: Yes...
82. ALBERT: Well, why don't we do that? It would save all this trouble of putting cellophane bags inside these little cardboard boxes.
83. ALICE: The home economists say, Albert...that you can use glass jars. But they don't pack so conveniently in the freezer. And then you have to thaw the food out before you remove it from the jar.
84. ALBERT: I see.....
85. ALICE: Now we're ready.
86. ALBERT: To fill up the boxes?
87. ALICE: Yes.
88. ALBERT: Well...here are the strawberries, all gooey with syrup.
89. ALICE: You fill those boxes, Albert, and I'll fill these.
90. ALBERT: Very well, dear.
91. ALICE: Just take them out with a spoon, and fill them carefully.
92. ALBERT: This is easy.
93. ALICE: Not that way, Albert!

94. ALBERT: What did I do now?
95. ALICE: Well, you have to leave an inch at the top, for them to expand
...when they're frozen. You've filled the box all the way to
overflowing.
96. ALBERT: My mistake, pet.
97. ALICE: Now...do it like this...fill them to one inch from the top...
then cover them with juice.
98. ALBERT: Oh, like that.
99. ALICE: Yes.
100. ALBERT: I'll try again.
101. ALICE: Albert, did you put the iron on, the way I asked you to?
102. ALBERT: The iron?
103. ALICE: I asked you to.
104. ALBERT: I didn't know we were going to iron. Aren't we freezing things
today...?
105. ALICE: Don't be funny, Albert.
106. ALBERT: I try not to be.
107. ALICE: We have to seal the cellophane linings to these boxes...with a
warm iron. You know that.
108. ALBERT: Very clever invention...to seal up the cellophane with heat.
109. ALICE: That's the way we did the boxes of peas we froze, remember?
110. ALBERT: (PROJECTING) Here's the iron...I'll plug it in here.
111. ALICE: All right...hurry up, Albert.
112. ALBERT: Alice, you're about the cleverest woman I ever saw. You've
filled all those boxes with strawberries...right while I was
getting the iron.
113. ALICE: (IGNORING) Now next you have to wipe the inside edges of the
cellophane bags clean and dry...(WITH SOUND) Press out the
air...and...when that iron's hot, seal the edges together.

114. ALBERT: Then will we be ready to put them in the freezer?
115. ALICE: Yes, we will.
116. ALBERT: Just like that?
117. ALICE: Yes...and the faster we put them in the freezer now that they're packed, the better.
118. ALBERT: Don't I have to make labels again?
119. ALICE: Oh, I forgot. Of course, Albert. It's very important to label your frozen foods, so you know what's in the package.
120. ALBERT: With the date too?
121. ALICE: Yes, dear. Just the way we did the peas.
122. ALBERT: Alice... .
123. ALICE: What, Albert?
124. ALBERT: How do you spell strawberries.
125. ALICE: With a "W".
126. ALBERT: Thank you.
127. ALICE: Now...if the freezer's down to Zero...we'll put these right in.. Albert, hurry with the labels. Put them in as fast as you're through.
128. ALBERT: Here're four, already...(NOISE OF BEING COLD) Ooooh, boy, that's cold in that freezer.
129. ALICE: It says zero. Not too close together, Albert, the air has to go through and between the packages, while they're freezing.
130. ALBERT: (MORE COLD NOISES)
131. ALICE: Now...when they're frozen...we'll keep them at zero temperature, or lower, until we're ready to use them.
132. ALBERT: And three years later, we'll have strawberries, just like fresh?
133. ALICE: Oh, Albert...not that long. But frozen foods do keep from 8 to 12 months, if they're properly stored.

134. ALBERT: I just don't see where you found all this out.
135. ALICE: Oh, I guess it just comes natural to me, Albert.
136. ALBERT: I married a smart little woman...
137. ALICE: Certainly you did, Albert.
138. ALBERT: Uh, what's this here on the table?
139. ALICE: What?
140. ALBERT: This book...
141. ALICE: Oh, it's a few suggestions on freezing...
142. ALBERT: Called "Home Freezing of Fruits and Vegetables." So that's it.
143. ALICE: That's what.
144. ALBERT: Where you found out all about it.
145. ALICE: And why not?
146. ALBERT: This is simple. Why...Alice...anybody can freeze food at home.
147. ALICE: Sure they can, Albert.
148. ALBERT: Just anybody can do it.
149. ALICE: Certainly. Shut the freezer, Albert. We're wasting cold air.
150. ALBERT: (WITH SOUND) Oh why of course all that zero...
151. ALICE: And now, I think the next thing for us to do...is to plan to....
- ALBERT! Where do you think you're going. (FADING) You know perfectly well, that our job isn't finished until we get all these things cleaned up and...(ETC. OUT INTO...
152. MUSIC: CROSSFADE...BRIDGE
153. JOHN: Well, Mrs. Freyman, it certainly looks as though, in spite of everything, the Jones family will have some delicious frozen strawberries...whenever they feel like it.
154. FREYMAN: Yes, Johnny.. Home frozen foods...or foods that you freeze in your neighborhood locker plant...can bring a garden freshness to your family table...all year long.
155. JOHN: And besides that...it's important now...to preserve food...in every way we can.

156. FREYMAN: And it's economical, too.
157. JOHN: So, Mrs. Freyman...what about that booklet Mrs. Jones was using...to help her with her home-freezing?
158. FREYMAN: That's available to our listeners, Johnny. Want to tell about it, Holly Wright?
159. ANNCR: Friends, are you planning to freeze foods at home this summer? Write for the new bulletin just out...entitled Home Freezing of Fruits and Vegetables. It gives in detail all the steps that go into freezing fruits and vegetables...and it's complete with pictures and diagrams...that will tell you exactly how to do it.
- Remember...grow more food...preserve more food. Frozen foods keep their bright color, their fresh flavor...and most of their vitamins.
- Write for your free copy of the new Department of Agriculture publication entitled "Home Freezing of Fruits and Vegetables"...which tells you all about how to freeze foods at home. Simply drop a postcard to CONSUMER TIME, Washington 25, D. C. And please include your address, and the name of the station to which you're listening. That's CONSUMER TIME, Washington 25,
- MUSIC: D. C. THEME
160. JOHN: And now, Mrs. Freyman...what's for next week, on CONSUMER TIME?
161. FREYMAN: Well, Johnny...this is about the time of year, when people everywhere are beginning to wonder what they'll do for their first peacetime summer vacation in a long, long time.
162. JOHN: And we're going to give suggestions?
163. FREYMAN: We're going to tell all about our national forests...where they are...and how to plan a vacation in Uncle Sam's beautiful timberlands..

164. JOHN: And we're going to talk about camping out, too, Mrs. Freyman.
165. FREYMAN: Certainly. And our story will come direct from the U. S. Forest Service.
166. JOHN: So be sure to be with us then...for another edition of:
167. SOUND: CASH REGISTER...
168. ANNCR: CONSUMER TIME!
169. SOUND: CASH REGISTER...CLOSE DRAWER.
170. ANNCR: CONSUMER TIME, written by Christine Kempton, and directed by Frederick Schweikher, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcastir Company and its affiliated independent stations.
- It comes to you from Washington, D. C.
- This is NBC, the National Broadcasting Company.

